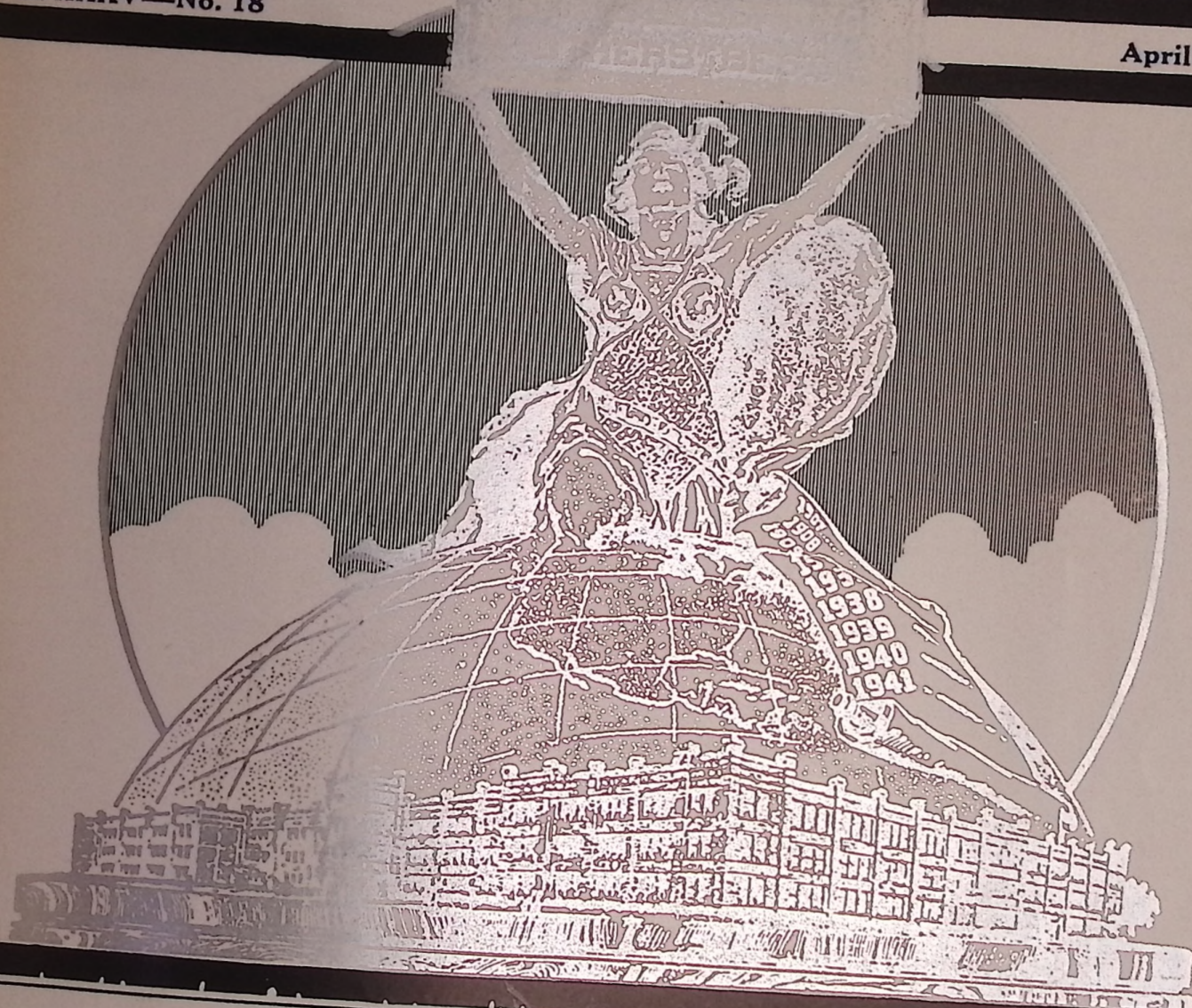


THE REVIEW

Vol. XXXV—No. 18

April 10, 1941



Consumer Buying Power

**Is now at the highest point ever reached
in the history of American business.**

*Our Job is to Make Sure these
Gains Continue!*

--Jewett Ricker



*We hold these truths to be self-evident
... that all men are created free and
equal ... that they are endowed by
their Creator with certain inalienable
rights ... that among these are life,
liberty, and the pursuit of happiness ...
that to secure these rights, governments
are instituted among men, deriving their
just powers from the consent of the
governed.*

—THOMAS JEFFERSON.

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

L. XXXV

JOLIET, ILLINOIS, APRIL 10, 1941

No. 18

The first law of individual interest is **CONFIDENCE**

The outstanding law of business success is **CONFIDENCE**

We gain and give — buy and sell — **CONFIDENCE**

As I have told you, you did a wonderful job in March, and you are going at a still better gait in April.

Time Marches On! **ONLY SIX MORE WEEKS IN THE FISHING CONTEST**—from April 14th to May 24th! Make your Quota every day and every week. It's exciting to watch your reports come in. All of us have some inclination to procrastinate, many times we don't realize how time flies, and that's why I'm saying, "**WATCH YOUR TIME DOLLARS**" in order to **MEET ME IN JOLIET IN JULY, ON THE WAY TO WISCONSIN.**

That 1941 Leather Line of yours is wonderful. Remember, **WE DON'T SELL LEATHER—WE SELL IDEAS.**

WELCOMING NEW ACCOUNTS—A business man can present a fine piece of leather as a token of thanks and appreciation to a new customer. Many business firms do

this with unusual success. Suggest it to some of your customers.

GREETING VISITORS—The executive should keep a few pieces of leather in his desk for just such a purpose. Using leather in this manner is tremendously effective in impressing the manufacturer's appreciation and hospitality upon his visitors.

REMEMBERING BIRTHDAYS—You'd get a thrill out of it if someone whom you buy of presents you with a useful piece of leather on your birthday. Resourceful people can find ways to get birthday dates. I'm sure you have suggestions on this in your Jot It Down book.

CONVENTION SOUVENIRS—Conventions and group meetings are places for the distribution of the less expensive pieces of leather and in this way have untold value in building good will and increasing your sales.

KEY CASES—One of the best selling numbers in the Leather Line. Make them help pay your daily expenses.

SALES CONTEST PRIZES—You will find that sales managers have plenty of contest ideas up their sleeves but they are constantly looking for new prizes that will serve as effective bait to whet the appetites of salesmen.

LET'S GO WITH THE 1941 LEATHER LINE! IT WILL HELP YOU TO MEET ME IN JOLIET IN JULY TO GO FISHING.

Let's live with more confidence than ever. Let's spread confidence more than ever. Business has accomplished wonders the past few years in spite of the problems; business will continue to accomplish wonders and now is the time more than ever to do our part in keeping the business wheels in progress.

Thanks sincerely from every one of your employees here in Joliet for the job you are doing. Best of Luck and A Happy Easter to You and Yours.

J. Mackey

YOUR CUSTOMERS ARE YOUR BEST PROSPECTS

In going through recent orders it has been especially gratifying to see so many coming from our loyal customers who placed orders for calendars at the opening of the season and are now supplying their other advertising needs. I think many salesmen overlook their customers as their best prospects. Every business concern can expand their advertising appropriation a little each year—the wise ones do. The very fact that orders were placed early in the year for calendars is evidence that your customers believe in you, in your product and in Gerlach-Barklow.

The same thing applies to all your competitor's customers. Your competitor may not realize that his customer is his best prospect. He may not go near again until next January. How foolish that is because that makes HIS customer YOUR best prospect. So, everytime you call on a buyer who says, "I have bought" you have a challenge to use all your selling arguments and ingenuity to think of another idea.

Every calendar buyer could profitably use blotters as inserts with letters, statements, etc. Because someone once remarked that blotters are not kept, the impression hangs on. Your experience in using your own blotters disproves that fact. In selling blotters to your calendar customers, also to your competitor's customers, you'll have a mighty good chance of goin' fishin' in July with the greatest bunch of salesmen on earth.

James R. Talcott

JOIN THE SNAG CLUB!



YOU can win a fishing trip this summer! The terms of the 1941 Fishing Contest fit everybody. You compete only against yourself.

During the 10 weeks from March 17 to May 24, you must sell—

40 Orders Totaling \$4,000

... or ...

50 Orders Totaling \$3,500

... or ...

60 Orders Totaling \$3,000

... or ...

70 Orders Totaling \$2,500

Large commercial specials do not count. All orders must be complete and ready for manufacture.

Write your own ticket to the Great North Woods. Aim for business every day, and you are on the road to success. Remember, of course, that the fishing trip is a sort of bonus for good work. The more you sell, the more you earn anyhow!

NOBODY TO BEAT BUT YOURSELF!

**HERE ARE MORE CANDIDATES
FOR MEMBERSHIP IN
THE SNAG CLUB**



You Are Cordially Invited to Become a Member

Jack H. Sanders of Missouri, sets the pace with a \$2,000 sale of S-257-V.G. Bread Facts Calendars with Household Alphabet Pad, sold to a BAKERY, and old customer.

There are bakers in YOUR territory who would become regular customers if you could once induce them to buy the Bread Facts calendar. It's worth your while to spend a little extra time and effort on the initial order.

Randolph Lipford of Virginia is a close second with over \$1,500 in two orders; the first a \$1,100 sale of "Spanky's Safety Patrol" to a DAIRY, his second a \$412 sale of "My Diary" Baby Record Booklets to another DAIRY.

WHEN YOU DRINK DOCTOR PEPPER, YOU DRINK A BITE TO EAT

Sold by Dunlap on Pencils to a Bottling Company

A. L. Booth of Pennsylvania is next in line with a \$643 sale of "Happy Bluebird Family" to a FUNERAL DIRECTOR.

Herman Grotte sells Paragon Leather Key Cases to a BUICK AUTO DEALER for \$625. This makes a total of 13,500 Paragon Key Cases that Mr. Grotte has sold to this particular auto dealer. We mention this fact just to show the possibilities in such an item when a customer is thoroughly sold on it. If Mr. Grotte would care to tell us some details concerning the method of distribution, etc., REVIEW would be more than glad to pass the information along.

Alan J. Kidd of Nebraska makes a \$552 sale of the "Our America" Series in Direct Mail to a FUNERAL DIRECTOR who uses this means of advertising his Ambulance Service.

John P. Kelly of Illinois makes a \$500 sale of Special Calendars to a MOTOR TRANSPORT COMPANY.

F. L. Zimmerman of Ohio sells "Houghton Mill" on the Better Homes and Gardens Calendar to a DEALER IN COAL AND BUILDERS' SUPPLIES for \$445.

ASK THE FOLKS WHO BURN IT

Sold by Larry Moss on Metal Calendars to a Fuel Dealer

YOURS TO LOVE—OURS TO PROTECT

Sold by Lynn Walker on Bluebird Calendars to a Druggist

E. E. Meyer of Pennsylvania made a \$373 sale of Will Rogers Calendars to a LIVESTOCK COMMISSION MERCHANT.

Mrs. Fannie Peterson made a \$322 sale of "When a Feller's Got a Friend" to a dealer in COAL AND BUILDERS' SUPPLIES. Here's the copy—"WE HAVE SERVED YOU FOR FIFTY-EIGHT YEARS."

Isidor Siegel made a \$308 sale of Special Calendars to a dealer in MEN'S CLOTHING AND FURNISHINGS.

W. F. Dunlap of Georgia made a \$220 sale of Paragon Letter Files to a LIFE INSURANCE COMPANY—a new customer. These Pocket Letter Files are to be used as prizes in a sales contest this Spring.

Larry Moss sold S-243 Phone Index Calendars to a FUNERAL DIRECTOR for \$280.

Perc Earl sold "Forever Yours" to a THERMOMETER MANUFACTURER for \$265.

N. G. Beatty of Iowa made a \$255 sale of "Here Peace and Happiness Abide" and "When a Feller's Got a Friend" to a DAIRY.

Ben Bercovit of Pennsylvania sold "Forever Yours" in R-4 billboard calendars to a CORDAGE MANUFACTURER for \$208 to advertise "102 YEARS OF CONTINUOUS SERVICE."

BREAD MADE PURELY FOR YOU

Sold by G. R. Russell on "Springtime in the Forest" to a Bakery

Craig Sohn of Ohio makes a \$210 sale of No. 1 Memorial Record Booklets to a FUNERAL DIRECTOR.

Francis Leckbridge of Ohio sold "Spirit of America" to a SAVINGS AND TRUST COMPANY.

L. A. Greenhill of Wisconsin sold "Their Priceless Heritage" to a MEN'S CLOTHIER AND FURNISHER—a new customer—for \$208.

H. N. Buckley of California sold "The Guiding Hand" in R-15 to a BAKERY—a new customer—for \$217.

A. V. Clapp of New Jersey made a \$175 sale of "Peekaboo" to an INSURANCE AGENCY.

Charles Clayton made a \$100 sale of "Scenes of My Childhood" to a PACKARD AUTO DEALER.

Leo Himelhoch of Michigan sold "The Captain" in Last Edition hangers and billboards to a BREWERY for \$334.

DON'T LEAVE US OUT IN THE COLD — WE APPRECIATE THE WARMTH OF YOUR FRIENDSHIP AND PATRONAGE

Sold by E. P. Pittman on "When Good Fellows Get Together" to a Service Station

MEN'S WEAR FOR THOSE WHO CARE
Sold by Pittman on "Springtime" to a Men's Shop

Marvin Mitchell made a \$175 sale of "Spanky's Safety Patrol" to a REAL ESTATE AND INSURANCE AGENCY. The order calls for a complete campaign of Utility Calendars, Billboards and Hangers.

Larry Moss makes his second appearance—this time with a \$120 sale of Ger-Bars to a FURNITURE DEALER.

Mrs. Fannie Peterson made a \$110 sale of FD Service to a FUNERAL DIRECTOR.

Craig Sohn of Ohio sold Religious Calendars to a FUNERAL DIRECTOR for \$123.

John S. Petko of Pennsylvania sold "Rah! Rah! Rah!" to a FURNITURE DEALER for \$111.

Tom Perrott of New Jersey sold "Joy of Living" to a FUNERAL HOME for \$144.

A NAME THAT GROWS WITH THE YEARS
Sold by E. H. Phelps on Will Rogers to a Chrysler Dealer

A. McWilliams of Virginia made a \$180 sale of Business Calendars to a TRANSFER COMPANY.

Charles Clayton sold News Quiz, "Our America" to a PUBLISHER for \$123. This order was sold to the publisher of a daily legal record—an old and well satisfied customer.

L. A. Greenhill of Wisconsin makes a second appearance in the column with a \$180 sale of SQA-3 "Playmates" to a CASKET MANUFACTURER—a brand new customer.

LET A RIDE DECIDE
Sold by Gibbs to a Dodge Dealer on "Proud Mothers"

Bert Stiff made a \$104 sale of Last Edition Hangers "Welcome Stranger" sold to a BREWERY.

Lynn Walker sold SQA-3 "Spirit of Youth to a TRUCKING COMPANY for \$125.

O. M. Wildman of California made a \$152 sale of Safety First campaign to a TRUCKING COMPANY.

F. M. Stevenson of Oregon sold Religious Calendars to a FUNERAL HOME for Church Distribution.

Dan Morrissey of New York made a \$100 sale of Safety First Calendars to a WAREHOUSE COMPANY.

YOUR HARDWARE DEALER FOR 53 YEARS
Sold by Herrmann to a Hardware Dealer on "Proud Mothers"

BACKED BY 26 YEARS OF HONEST REPUTATION
Sold by Herrmann to a Chevrolet Dealer on Will Rogers

Ryan Perry of New York sold "Scenes of My Childhood" HG4263 to an AUTO SALES AND SERVICE COMPANY for \$155.

F. M. Stevenson is in again—this time it's a \$122 sale of R-19 Catholic Calendars to a FUNERAL HOME.

George R. Long sold "An Autumn Rhapsody"—a complete campaign—to a NATIONAL Bank for \$156.

Sam Haynes of Texas created a new account with a \$178 sale of Will Rogers Campaign to a TIRE SALES AND SERVICE COMPANY.

D. J. Dempsey of Texas made a \$138 sale of Art Mount Calendars to a RUG CLEANER.

B. A. Day of Connecticut made a \$180 sale of Last Edition Calendars to a DAIRY.

HELPFUL AND PROGRESSIVE SERVICE CHEERFULLY RENDERED
Sold by Dean to a State Bank on "Their Priceless Heritage"

Herman Grotte makes his second appearance in the column with a \$125 sale of Religious Calendars to an old customer.

Fred Bell made a \$132 sale of Memorial Record Booklets to a FUNERAL DIRECTOR.

George W. Ballard made a \$100 sale of Pencils to a BOOK SHOP.

Randolph Lipford appears a third time with a \$162 sale of "Spanky's Safety Patrol" to a DAIRY.

Here's Charlie Clayton again with a \$166 sale of News Quiz to an ADDRESSING AND MULTIGRAPHING CONCERN.

Bill Herrmann made a \$118 sale of Will Rogers Campaign to a COAL DEALER.

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER
Sold by Bottiggi to a Coal Dealer on "My Bonnie"

S. C. Whalen sold a \$144 Safety Campaign to a COAL DEALER.

Herman F. Grotte created a new account with a \$104 sale of FD Service to a FUNERAL DIRECTOR.

Amasa Hartman of California makes the column twice for nearly \$300. His first is a \$150 sale of Special calendars to a MERCANTILE CONCERN. Second is a \$125 sale of "Happy Bluebird Family" to an IRON WORKS COMPANY.

A. H. Streeter of Connecticut sold "Priceless Heritage" to a METAL WORKER for \$135.

WHERE EVERY CUSTOMER BECOMES A FRIEND
Sold by H. R. Messick on Will Rogers to a Custom Grinder

RIDE ON OUR RE-CAPS AND BE SAFE

Sold by Newton Beatty on "Priceless Heritage" to a Tire Shop

W. F. Dunlap of Georgia sold "Forever Yours" in billboards and hangers to an INSURANCE AGENCY.

A. S. Hartman of California sold "Spanky's Safety Patrol" to an AUTO SERVICE STATION, a new customer.

Mr. Hartman also sold "I See by the Papers" to a TRUCKING COMPANY.

Bill Herrmann of Michigan created a new account with an \$80 sale of Class X Blotters to a LUMBER DEALER.

Howard Kersey of Pennsylvania sold "Springtime" in R5 billboards to a SERVICE STATION, a new customer, using the following line—"WHERE EACH CUSTOMER BECOMES A FRIEND."

Alan J. Kidd of Nebraska sold 200 Pencils No. 985 to a NATIONAL BANK, a new customer.

Bill McNerney of California made a \$100 sale of Farm Record Calendars employing "Steady" and "Down on the Farm," sold to a BUTANE GAS DISTRIBUTOR.

Mr. McNerney also sold 500 Household Alphabet Calendars with "Silver Dawn" to a LAUNDRY to tell folks that "OUR SERVICE WILL MERIT YOUR PATRONAGE."

IN BEFORE TEN—OUT BEFORE FIVE

Sold by Ben Bercovit on "Springtime" to a Cleaner

And Mr. McNerney appears a third time with a sale of "Autumn Rhapsody" on Telephone Index Calendars to an INSURANCE AGENCY.

Once more he appears with a sale of M901 Metal Calendars to a FLORIST.

H. R. Messick of Iowa sells 750 Art Mounts and 50 R9 Hangers of "Spanky Safety Patrol" to a DAIRY, a new customer, to advertise the fact that "MILK PROTECTS THEIR HEALTH."

O. O. Noell of Kansas sold 150 No. 100 Pencils to a TRANSFER COMPANY.

Sam Raborn sold 200 "Freedom for All" billboards to a FUNERAL HOME to advertise "SYMPATHETIC SERVICE." Elsewhere in this issue of REVIEW you will find a letter from Sam telling this funeral director's experience with "My Diary."

W. E. Gibson of Pennsylvania created a new account with a sale of "Springtime" to a CLEANER AND DYER.

H. A. Gorsuch of Colorado sold "Springtime in the Forest" to an ORIGINAL PACKAGE LIQUOR STORE.

WHERE THE CHARM OF NEWNESS IS RESTORED

Sold by Charles Clayton on "Springtime" to a Laundry

THE PASSING SHOW

ADVERTISING IS INCREASING

About two years ago this writer — after making a survey—expressed the belief that 1939 would prove to be ADVERTISING'S BIGGEST YEAR. Now we have the official figures for 1939 and 1940, which show that \$1,520,600,000 was spent for advertising in 1939 and \$1,660,000,000 for advertising in 1940. This sum is less than our estimate, but the figures do NOT include many items we listed, such as money spent for advertising at the New York and San Francisco fairs, mechanical and art expenses connected with the production of advertising, advertising in the form of style shows, traveling exhibits, commercial trailer advertising, "shopping news" advertising, etc. If these items had been included in the figures, as they were in ours, we are inclined to think that our estimate of \$1,949,961,817 would have been equalled if not exceeded. However, accepting the official figures, this country is spending a lot of money for advertising, and—what is more important—it is now increasing each year. 1940 showed a gain of 3.6 per cent over 1939, and 1941 is running about 5 per cent above 1940. We can't kick when advertising is GAINING each year. Our job is to make sure that these gains continue.

* * *

FIVE MILLION NEW BUYERS IN 1941

By the end of 1941, if present trends continue, five million persons who were unemployed in 1940 will have returned to employment in so-called private industry.

It is believed by some of the most active business leaders that 50,000,000 men and women will be EMPLOYED AT WAGES by the end of this year. Payrolls and consumer buying power at the highest point ever reached in the real value of the dollar—ie, what you buy—is the highest ever known in the history of prosperity. This points to just one thing: THE NEED FOR ADVERTISING TO ALL THE UNITED STATES. We think those engaged in the production of NON-WAR GOODS. If 5,000,000 men and women go back on private payrolls this year, it is obvious that the business of this country will have FIVE MILLION NEW CUSTOMERS who, because of lack of buying power, have been out of the market for many years. These folks have "wanted" things during their unemployment but have been unable to buy them. Therefore, they are to all intents and purposes NEW BUYERS. Moreover, they are making good money—better than anybody else. The sorriest day this country has ever had would be that day on which President Roosevelt—both as man and president—should LOSE the support of the millions and millions of Americans who believe in him. It is of the utmost importance to BOTH business and labor that the President be supported. If he ever LOSES the support he has had from the rank and file of America, WATCH OUT! That would be a greater tragedy for this country than all the wars that could possibly be fought. Under our form of government if a President should lose the support of the people, the PEOPLE

Advertising is just such a magnet. Now is the time it should be used.

* * *

LOYALTY TO THE PRESIDENT

As a lifelong Republican, it may be a queer thing to say, but we think THE MOST IMPORTANT THING IN AMERICA TODAY

IS LOYALTY TO THE PRESIDENT OF THE UNITED STATES. We think those public men and private citizens—whether Democrats or Republicans—who are continuing to attack the President are doing this nation the greatest possible disservice. They are not only playing directly into the hands of the foreign dictators, but they are also weakening the morale of the American people. We have voted three times AGAINST Franklin Delano Roosevelt, the CANDIDATE, but we have always tried to refrain from doing anything that would undermine THE PRESIDENT OF THE UNITED STATES, be he F. D. R. or anybody else. The sorriest day this country has ever had would be that day on which President Roosevelt—both as man and president—should LOSE the support of the millions and millions of Americans who believe in him. It is of the utmost importance to BOTH business and labor that the President be supported. If he ever LOSES the support he has had from the rank and file of America, WATCH OUT! That would be a greater tragedy for this country than all the wars that could possibly be fought. Under our form of government if a President should lose the support of the people, the PEOPLE

THEMSELVES would be lost. Yet—right now—there are many influences, including organizations, Senators, newspapers, and leaders in both business and labor, who are doing everything within their power to TURN THE PEOPLE OF AMERICA AGAINST THEIR PRESIDENT. But we wonder if they have stopped to think what would happen if they should SUCCEED? If they haven't been doing any thinking along this line, they had better begin doing so. They will find that they are throwing a boomerang which will come back at them with OVERPOWERING FORCE.

* * *

WE CAN'T HAVE BOTH

Ever since Hitler invaded the "low countries," the people of America have wanted two things—(1) The defeat of Hitler before he can threaten America; (2) To do nothing that would risk this country's involvement in war. According to the Gallup and Fortune polls we still want this IMPOSSIBILITY. Well, we can't have it. It just isn't in the cards. We can have one or we can have the other. WE CAN'T HAVE BOTH. Before it is too late, we had better realize this, too! The time has come for the people of this country to THINK THINGS THROUGH. Any other type of thinking is useless.

Jewett E. Ricker

TO ADD TO YOUR JOY OF LIVING, LET US SERVICE YOUR CAR
Sold by Albert Morrier on "Joy of Living" to an
Auto Maintenance Company

George W. Ballard sold Metal Desk Calendars to a CAFE.

H. N. Buckley of California sold "Spirit of America" Posters to a
FEDERAL SAVINGS AND LOAN ASSOCIATION.

Guy Dean of Georgia sold 1000 Holiday Greetings "Route 41" to a
HOTEL.

Perc Earl of New York created a new account with a sale of "When
a Feller's Got a Friend" in HG4251 to a BOOK STORE.

Mr. Earl also sold 4,000 "Kiddies, Inc." to a MIRROR AND GLASS
DEALER.

M. C. Eckland of Michigan sold "Spanky's Safety Patrol" in R9S
to a FUNERAL DIRECTOR.

Bill Ehlinger of Minnesota made a \$100 sale of "Come Back Here"
in billboards and hangers to LUMBER DEALER, to advertise—"OUR
MOTTO, A SQUARE DEAL SINCE 1893."

Hugh Estes of Virginia sold "Peekaboo" in R5 billboards to a
STANDARD OIL SERVICE STATION.

G. B. Falls of Indiana sold "Rah, Rah, Rah!" to a TRUCKING COM-
PANY for \$90 to advertise "INSURED TRUCKS."

WHERE THE GREATEST NUMBER BUY THEIR LUMBER
Sold by Charles J. Clark on "Come Back Here" to a Lumber Dealer

Ed Gerrish of Connecticut sold 750 Art Mount Calendars, "Puppy
Love" to a DAIRY.

T. S. Gosten of New York sold 2400 "Playmates" Blotters to a
WIRE WORKS.

Mr. Greenhill of Wisconsin created a new account with a sale of
fifty Safety First billboards, "Be Sure You're Right," sold to a LUMB-
ER AND FUEL DEALER to advertise, "WHERE THE HOME BEGINS."

G. W. Hawkins of Michigan, sold "Silver Dawn" in HG4252 to a
CAFE.

Leo Himelhoch of Michigan sold 500 Paragon Key Cases to a FORD
DEALER.

Alan J. Kidd makes another appearance in the sales column with a
sale of "Down on the Farm" in R5 billboards, sold to a PLYMOUTH
AND CHRYSLER DEALER, to say—"WE'LL GO A LONG WAY
TO SERVE YOU."

Larry Moss sold 1,250 Art Mount Calendars, "Etta Moten" to a
FUNERAL DIRECTOR, a new customer.

YOUR SATISFACTION IS OUR SUCCESS
Sold by Leon Terry on "Friendly Flowers" Blotters to a Tailor

I APPRECIATE YOUR BUSINESS, AND I SAY IT WITH FLOWERS

Sold by Leon Terry on Blotters to a Cleaner

John S. Petko of Pennsylvania made a \$100 sale of "Spirit of America" billboards to a FUNERAL HOME.

Fred Shallish of New York made a \$100 sale of Will Rogers campaign to a dealer in FUEL AND FEED.

Charlie Chamberlain sold 350 S257 Dairy Calendars with "Puppy Love" to a DAIRY.

Charlie Clayton created a new account with the sale of 200 billboard calendars, "My Blue Heaven" to a MOTOR TRANSPORT COMPANY. It happens that this concern carries the name of the "Blue Comet" Express and Charlie just cashed in on it with "My Blue Heaven."

Mr. Houison of California made a \$100 sale of "Scenes of My Childhood" to a REAL ESTATE AND INSURANCE AGENCY.

Valentine Metz of Connecticut sold 300 DeLuxe Calendars, "My Bonnie Lies Over the Ocean" to a TIRE REPAIR AND RECAP CONCERN.

E. P. Pittman of New Mexico sold 250 "America First" Pencils to a BUICK AND CHEVROLET DEALER. This is the Red, White and Blue pencil with Pledge to Flag which was recently described in a special bulletin and which is making many nice sales.

BEAR IN MIND WHEN IT'S SERVICE YOU WANT

Sold by C. F. Gordon on "Look Who's Here" to a Ford Dealer

Mr. Pittman also sold 100 last edition billboard calendars to a FINANCE AND TITLE COMPANY, and 500 "When a Feller's Got a Friend" in HG4242 to an INSURANCE AGENCY.

J. W. Hatch of Massachusetts sold "Spirit of America" in Art Mounts and billboard calendars to a COAL DEALER.

C. L. Lewellen of Ohio sold "Scenes of My Childhood" to a NURSERY.

Ed Sierer sold 350 last edition hangers, "The Cutty Sark" to a MEAT MARKET.

Mr. Sierer also sold 250 "Springtime in the Forest" hangers to a METAL PLATING WORKS.

John Gilbert sold "Priceless Heritage" to a HARDWARE DEALER.

Joe Henderson made a \$100 sale of "Houghton Mill in billboards and hangers to a STATE BANK to advertise "THE BANK OF PERSONAL SERVICE."

Joe Henderson sold 100 "Home of Heart's Content" in R2 billboards to a MEMORIAL MANUFACTURER.

A DOG-GONE GOOD RENTAL AGENCY

Sold by J. B. Kasper on "Wanted—a Pal" to a Real Estate Agency

EVERY TIME WE HAVE BEEN PERMITTED TO SERVE YOU DURING THE YEAR, WE HAVE THOUGHT OF YOU WITH GRATEFUL APPRECIATION, AND NOW WE COMBINE ALL THESE THOUGHTS INTO ONE SINCERE WISH THAT YOU MAY HAVE
A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR
Sold by Ben Bercovit on Phone Index Calendars to a
Wholesale Meat Dealer

Bill Herrmann made a \$100 sale of "Priceless Heritage" to a DEALER IN FUEL AND BUILDERS' SUPPLIES to advertise—"NO LONG WAIT, NO SHORT WEIGHT."

G. Matheson of California made a \$77 sale of Paragon to a LUMBER DEALER.

Albert J. Morrier sold 750 Art Mounts "The Guiding Hand" to a SAVINGS BANK.

Leonard Smith sold 150 Safety First billboards to a FUNERAL HOME, a new customer.

George D. Wolfe sold 2,000 Fans to a RESTAURANT.

F. L. Zimmerman created a good new account with a \$92 sale of Bluebird Hangers to a MANUFACTURER OF WIRE BALE TIES.

Herman F. Grotte sold 3,500 Fans with the Van Ambergh verse for church distribution.

NOTHING OVERDONE—NOTHING UNDONE
Sold by Howard Kersey on Memorial Record Book No. 7 to
a Mortician

J. B. Kasper sold 3000 Post Cards to a FURNITURE DEALER who will use "Bright Bouquets" to tell customers, "THANKS FOR YOUR RECENT PURCHASE. WE ENJOYED SERVING YOU, AND WE INVITE YOU TO COME IN AGAIN."

Mrs. Fannie Peterson sold 1000 Ger-Bars to a BAKERY.

Sam Raborn sold 300 Dairy Calendars, "A Long Life and a Happy One" to a DAIRY FARM, a new customer.

Ryan S. Perry sold 2,500 Fans to an ICE CREAM MANUFACTURER.

Mr. Perry also sold "Spirit of America" in Art Mounts and indoor billboards to an AUTO DEALER.

M. C. Eckland sold 1,000 No. 547 Metal Calendars to a SAVINGS BANK.

C. P. Cook sold "Down on the Farm" to a PLYMOUTH AND CHRYSLER DEALER to say "BIG ENOUGH TO SERVE YOU, NOT TOO BIG TO KNOW YOU."

Mr. Cook also sold 350 Paragon Key Cases to this same customer.

WHEN LOW IN SPIRITS, PHONE LARRY
Sold by R. McWilliams on Pencils to a Liquor Dealer

OUR MOST VALUABLE ASSET, YOUR GOOD WILL
Sold by Larry Moss on Kiddie Blotters to a Paper Box Mfr.

Jim Hartman sold 500 M5CP Metal Calendars to an INSURANCE AGENCY to advertise, "COLD CASH FOR HOT ASHES."

Mr. Hartman also sold 3,000 "Brainy Bow Wows" Blotters to a STANDARD OIL SERVICE STATION—a new customer.

Mr. Phillips of Indiana sold "Their Priceless Heritage" to a REAL ESTATE AGENCY, a new customer.

Lynn Walker sold 100 R2 billboards, "First in Peace" to a FURNITURE DEALER.

Mr. Walker also created a good new account with a sale of "Off to the Meeting Point" in billboards and hangers to an INSURANCE AGENCY to advertise "JUST INSURANCE."

Cecil Nixon sold 1000 assorted last edition calendars to a MEN'S WEAR SHOP to advertise "EVERYTHING MEN WEAR."

A HOME BANK FOR HOME PEOPLE
Sold by Milton Wigley on Bluebird Calendars to a National Bank

H. A. Gorsuch sold 50 Paragon Pocket File and Memo Pads to a LAUNDRY AND DRY CLEANER.

Leo Himelhoch sold 150 Special Art Calendars to a SIGN MANUFACTURER.

Mr. Himelhoch also sold 200 No. 985 Pencils to a SIGN SERVICE COMPANY and 2,000 "Spirit of Youth" Blotters to the same customer.

Carl Bly of Ohio sold "The Joy of Living"—a complete campaign in billboards and hangers to a LUMBER AND COAL DEALER.

Mr. Bly also sold Will Rogers billboards to another LUMBER DEALER.

George Wilkins sold 100 Safety First billboards, "Be Sure You're Right" to a FORD DEALER.

O. O. Noell sold 100 "Red, White and Blue" Pencils to a TRANSFER COMPANY.

Lou Byrne sold Bluebird Billboards to a FURNITURE DEALER.

WE'LL GO A LONG WAY TO SERVE YOU
Sold by W. F. Dunlap on "Proud Mothers" to a
Horse and Mule Dealer

HOW MITCHELL SELLS PENCILS!

Marvin Mitchell has won many new customers with pencils. He uses a simple technique—no super-salesmanship needed. Even a champion low-pressure salesman could sell pencils with Mitchell's logical demonstration as outlined on this page. Mitch generously offers his presentation for your use.

"Mr. Customer:

"I would like to show you my bag of tricks." (Salesman places pencil case on prospect's desk, within his reach. When case is opened, prospect's interest is caught by bright array of colors. Usually, he will reach out and pick up a pencil or knife.)

"There are really only four important parts to a pencil.

"The first and biggest part is the barrel. This barrel is practically the same on all pencils, which explains why most mechanical pencils look alike. The other three parts are more important. If they are well made, the pencil works satisfactorily for years. If they are poorly designed, the pencil breaks down quickly."

(During this speech the salesman picks up a sample of MP100, holding it where the prospect can see it clearly while salesman demonstrates.)

"The most important part of the pencil is the inside mechanism. This pencil would still be good-looking with no mechanism at all. But because it has the same type of mechanism that is used in much more expensive pencils, it is a really useful item."

(While talking, salesman holds tip of MP No. 100 in left hand, cap in right hand, and revolves cap—expelling and repelling lead as far as possible several times, rapidly.)

"The mechanism is identical with that used by leading pen and pencil manufacturers." (Salesman unscrews tip and propels lead until entire clutch is visible.) "Notice the clutch, this rugged metal socket with a vise-like grip. It holds the lead firmly, so that it cannot turn around while you are writing with it. See the small brass ejector that forces out every last particle of lead when it is worn down, thereby making sure that the clutch will not be clogged or bent."

(Salesman replaces tip, first showing it to the buyer.) "The tip itself is beautifully made. It is not just a plated hollow shell, but a drilled cone of solid brass."

"Now, the cap is really a part of the mechanism. The cap of this pencil, like most of the pencils in this case, is metal lined." (Salesman removes cap and points to metal lining.) "The metal lining makes the cap fit snugly, so that it will not fall off and be lost, and so that the plastic will not break. Some pencils do not have metal-lined caps, and in due time they become difficult to operate because the cap becomes worn and loose and cannot turn the mechanism. This difficulty is permanently overcome by the metal lining.

"The clip has nothing to do with the operation of the pencil, but it has a lot to do with good looks and convenience. Our clips compare favorably with the clips used on the highest-priced pencils sold in retail stores. Our clips are heavily plated in electro gold, chromium or nickel, as you see." (Salesman indicates clip on pencil in his hand.) "This clip remains springy for years, still it is flexible enough to permit easy removal from the pocket." (Salesman clips pencil into coat or vest pocket and removes it again immediately.) "The clip is insurance—it makes sure that your customer will not lose his pencil, with your ad on it.

"Any one of our pencils provides you with an advertisement that will be valued and used by your friends. One of these pencils is a useful, practical gift, and the person who receives it will thank you for it. Then your customer or prospect carries the pencil—with YOUR SIGN ON IT—in his pocket for months and years.

"Choice of the pencil that is best for your advertising is a matter of your own personal preference.

"We do know from experience that once you have distributed pencils to your customers and prospects, you will order from us again. The people who get them are proud of them, and they show the pencils to their friends, thereby creating a new group of INTERESTED prospects for your product or service.

"Yes, that pencil with the perpetual calendar feature is an excellent choice. With the calendar feature and the quality mechanism, the pencil is good for years. You invest a fraction of a cent a day to put your sign—on this pencil—into the hand of your best customer."

By this time, Mr. Mitchell has a signed order for a quantity of MP No. 100-PC. He knows his pencil prices, and writes the order quickly. He gets complete details, so that the order is ready for manufacture when sent in.

HERE IS A DESIGN FOR SELLING. Use it now to win new customers with pencils! Send orders to G-B, send thanks to Mitchell!

IN APPRECIATION OF THE FRUIT

C. I. CHAMBERLAIN SAYS—

The case of gold arrived in very excellent shape. Everything was just a little better than other years, at least it seemed that way. I am not surprised to hear people say they love Florida, I would even like it myself could I have just beautiful fruits as King sends to the boys. The Chamberlains surely enjoy these kind thoughts. It's a great treat for all of us away up here in the north country. Thanks a million and I only hope I can always make my quotas. This letter is to thank Mac, Jim, Bert, King and all the others for such fine thoughts.

ALLEN F. COOPER SAYS—

The oranges and grapefruit arrived OK, and I am happy about it. Some of our friends called for a little visit and we served them oranges and they remarked what wonderful fruit and Mrs. Cooper told them they were G-B fruit right from the orchard in Florida. They remarked "you must be working for a wonderful firm." My reply "That is something I have known for nearly 30 years." Permit Lillian and me to say thanks a lot.

"MY DIARY" BOOKLETS WORTH \$25 APIECE

DEAR BERT:

Today I sold the H——C—— Funeral Home 200 R61½ "Freedom For All"—one for every teacher in the County. Then I asked Mr. C—— if they needed any more Baby Books. He replied, "Not just now, Sam, but here is a story of where two of your baby books were worth \$50 to us. Two brothers owed us for a loved-one's funeral and the bill had been let to ride for years. Recently, twins were born into the home of one of the brothers. We sent two Baby Books—one for each of the twins, and without our mentioning or reminding him of his old account, he has paid fifty dollars on it voluntarily."

So you see, Bert those "My Diary" Books of ours are actually worth \$25 apiece.

Cordially,

SAM RABORN.

IDEAS THAT PRODUCED BABY RECORD BOOK ORDERS

Ed Gerrish discovered in some manner that in one of his towns there is a jeweler who makes a specialty of "Metalizing" baby shoes so that they may be treasured as keepsakes.

So Mr. Gerrish called on the jeweler and suggested the following copy—

WE SPECIALIZE IN PERPETUATING FOND MEMORIES
by metalizing Baby's first shoes in bronze, silver or gold,
which lasts forever. (\$2.75 single, \$4.50 pair).

The result was an order for 200 "My Diary" and a brand new customer.

Surely there are jewelers in YOUR territory who perform such a service. Suppose you investigate?

* * *

W. F. Dunlap contacted a banker, to whom he showed the "My Diary" Baby Record Booklet, "Mighty pretty," said the banker, "but how would we distribute them, and how would we know when new babies arrive in town?"

So Mr. Dunlap got in touch with the superintendent of the local hospital and asked her if she'd like to present a Baby Record to every baby born in the hospital, provided the book carried the following copy—

I WAS BORN AT THE VEREEN MEMORIAL HOSPITAL
Presented to the new Baby with best wishes of
THE CITY BANKING COMPANY

This also resulted in an order for "My Diary."

★ THE FOLLOWING EMPLOYEES
OF THIS COMPANY JOINED THE
ARMED FORCES OF THE UNITED
STATES ON THE DATES INDICATED
WE ARE PROUD TO PLACE THEIR
NAMES ON THIS—

ROLL OF HONOR

LELAND AIRS JULY, 1940
WILLIAM A. KARGES AUGUST, 1940
PHILIP G. CORCORAN NOVEMBER, 1940
LEO F. FRIEDRICH MARCH, 1941
JOHN W. JACKSON MARCH, 1941
HAROLD CUTTIE, JR. MARCH, 1941
FRANK O. FLINK MARCH, 1941
HAROLD W. JOHNSON MARCH, 1941
JOHN V. L. HUDAK MARCH, 1941





*Simple Simon went a' fishing;
He hoped to catch a whale,
But all the water that he'd got
Was in his Mother's pail.*

*Soon he'll fish in the Manitowish,
For with business every day,
He's sure to join the Snag Club—
Which makes work seem like play.*

THIS IS NOT JUST ANOTHER SPRING

This is the most important Spring in business history!

With the defense program going into high gear and business gaining momentum every day, we are confronted by unprecedented opportunities.

**LET'S MAKE THE MOST OF THESE
OPPORTUNITIES**